

ABSTRACT OF THE DISCLOSURE

An automated system compiles and generates category management data and produces at least a partially customized reporting based on the data/input that is received from multiple internal and/or external sources to create a unique output for the intended end user. The illustrative system is able to blend the data associated with certain customer demographics and/or shopping patterns along with the data that is either provided from commercial databases or available from internal or proprietary data warehouses, to produce a targeted opportunity assessment and market analysis that can be pursued for growth. The automated system is also able to populate areas of the report with stable category data, where such information is not provided by or for the retailer. This auxiliary data is still current and relevant to the retailer and the particular market segment or category that the retailer is attempting to exploit. Automated analysis and local area network, intranet or Internet access can be employed.

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